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The Roles of Public Relations in Building Internal Communication in Erlangga Press
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ABSTRACT

Nowadays, the roles public relations in organizations and companies, as well as governments are regarded to be essential. As one of the largest publishing houses in Indonesia, Erlangga Press also experiences that public relations within the company supports it in performing effective and efficient communication strategies to the public, including the internal public.

This research was conducted to identify the roles of public relations team—hereinafter referred to as Marketing Communication team—and its obstacles in building internal communication in Erlangga Press. The research used roles of public relations in *Effective Public Relations* by Scott M. Cutlip, Alle H. Center, Glen M. Broom as the theoretical basis. Moreover, qualitative approach was utilized in this descriptive research, equipped by in-depth interview.

The results of the research elaborate the roles of Marketing Communications team as an expert prescriber, communication facilitator, problem solving process facilitator, and communication technician in performing internal public relations in Erlangga Press. The elaboration involves the Marketing Communications team's internal public relations performance in identifying problems, planning communication strategies, realizing the plans, implementing programs of communication, and monitoring and evaluating events conducted in Erlangga Press.

In conclusion, the major role that the Marketing Communications team performs in internal public relations is as an expert prescriber. Therefore, the Marketing Communications team actively involves in indentifying problems in the company and has a full responsibility in finding solutions through some programs and in performing proper and useful communications in implementing and evaluating various programs and communicating activities.



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Peran Humas Dalam Membangun Komunikasi Internal Di Penerbit Erlangga
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ABSTRAK

Peran humas dalam sebuah organisasi, perusahaan, maupun pemerintahan pada zaman sekarang semakin dianggap penting. Penerbit Erlangga sebagai salah satu penerbitan terbesar di Indonesia juga merasakan bahwa peran humas dalam perusahaan dianggap mampu membantu perusahaan dalam menjalankan strategi komunikasi yang efisien dan efektif terhadap seluruh publiknya terutama publik internalnya.

Penelitian yang dilakukan ini bertujuan untuk mengetahui peran humas dan hambatan apa saja yang telah dialami oleh tim Marketing Communications dalam membangun komunikasi internal di Penerbit Erlangga dengan landasan teori peran PR yang terdapat di dalam buku Scott M. Cutlip, Allen H.Center, Glen M. Broom yaitu *Effective Public Relations*. Penelitian ini dilakukan dengan pendekatan kualitatif dengan tipe penelitian deskriptif dilengkapi dengan metode penelitian wawancara mendalam kepada narasumber.

Hasil penelitian ini menjabarkan peran kehumasan yang meliputi *expert prescriber*, *communication facilitator*, *problem solving process facilitator*, dan *communication technician* yang dilakukan oleh tim Marketing Communications kepada publik internal di Erlangga. Baik dari identifikasi masalah, pembuatan strategi komunikasi, pelaksanaan kegiatan, implementasi program komunikasi, *monitoring*, hingga evaluasi kegiatan oleh tim Marketing Communications dalam melaksanakan peran humas bagi publik internal di Penerbit Erlangga.

Penelitian ini menyimpulkan bahwa peran humas yang paling dominan yang dijalankan oleh tim Marketing Communications Penerbit Erlangga terhadap publik internalnya yaitu *Expert Prescriber*. *Expert Prescriber* mengindikasikan bahwa tim Marketing Communications terlibat secara penuh dalam mengidentifikasi masalah yang terjadi di perusahaan dan bertanggung jawab dalam mencari solusi permasalahan melalui program dan cara komunikasi yang tepat dan bermanfaat terhadap pelaksanaan berbagai program maupun kegiatan komunikasi hingga tahap evaluasi.